

Sale Begins Monday
January Thirteenth

PEOPLES

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MIDWINTER SALE

Commencing Monday, January the Thirteenth we will inaugurate our Mid-Winter Sale. This will be a Sale of Significance. One that will offer the people of Amarillo one of the Greatest Savings in High Class Merchandise that they have ever had the opportunity to buy. Right at the season of the year when you need the goods which we offer at the Marvelous Reductions which we quote you below. Space prevents us from quoting you all of the Many Bargains which we offer the Buying Public. But to fully appreciate the Many Rare Values we offer it will be necessary for you to call and let us show you through the Store.

Come to our store and let your dollars do double Duty. Shopping is easy. And your money will go a long way if you do your shopping here. One of the greatest money saving events ever offered the people of Amarillo.

Good full size wide hemmed sheets, well worth 63c; going at 43c each.

Good Pillow Cases worth 15c each; going at 11c Each.

Extra Good 10-4 Brown Sheeting, well worth 25c yard; going at 18c Yard.

Good Full Size White Quilts, worth \$1.69; going at \$1.21 Each.

All Gingham in the house worth 10c per yard; going at 8 1-3c per Yard.

Extra Good Sheets with Good Wide Hem, worth 89c; going at 69c Each.

Extra Good Value Towels, cheap at 25c Pair; going at 21c Pair.

EXTRA SPECIAL

10 Yards of Good 36 Inch Bleached Domestic, worth 10c per Yard; going 10 Yards for 79c

All Gingham in the house worth 12 1-2c Yard; going at 10c per Yard.

Closing Out Our Entire Line of Splendid Value Outing, worth 10c and 12 1-2c per Yard, at 8 1-2c per Yard.

Extra Special, Our Line of Woolen Dress Goods are second to none, and we will offer our entire stock of Woolen Dress Goods at 25 per cent off the regular price. This includes our Entire Line of Woolen Dress Goods.

Closing Out Our Line of Knit Goods, Sweaters, Aviation Caps, Toques, Infants' Knit Sets, Drawer Garters; our entire line going at Half Price. Don't fail to visit this department

ALL PURCHASES MADE DURING THIS SALE ENTITLES THE PURCHASERS TO DOUBLE VALUE ON THEIR DUPLICATES IN OUR PREMIUM DEPARTMENT. COME TO OUR STORE AND BUY YOUR MERCHANDISE FOR LESS AND SECURE A BEAUTIFUL PREMIUM FREE. WE PAY YOU TO DO YOUR SHOPPING HERE.

MEN'S NEGLIGEE SHIRTS worth \$1.25, going during this sale at 93c Each.

One lot of men's grade underwear, in Wool, and Silk and Wool, odd lots running from \$1.50 to \$3.00 per garment, that we are closing out at HALF PRICE.

All Ladies' and Children's Ready-to-Wear Garments going at the marvelous reduction of Half Price. This includes every ready made garment in the house. A treat that you should not miss.

All Men's and Boys' Sweaters and Jerseys being closed out at HALF PRICE.

EXTRA SPECIAL

A Box of Six Pair of Darn Proof Hose, worth 60c Per Box, in all Colors, going at 48c per box

Men's Union Made Overalls and Jumpers, worth \$1.00 Everywhere; going at 89c Each.

Sale Begins Monday, January 13

ANNUAL CLEARANCE SALE NOW ON ALL COMFORTS AND BLANKETS

Our stock of comforts and blankets is complete in every respect, and for the next ten days we will offer our entire stock of comforts and blankets at the following prices. Remember we have many other values which we do not quote. Come and let us show you the many rare values in this department.

Wool Process Blankets, 12-4 Size, well worth \$3.85, Clearance Sale price, per pair . . . \$2.25

Good Cotton Blankets, made from carefully selected yarns, size 74x80, worth \$2.19 pair, Clearance Sale price, the pair . . . \$1.40

11-4 Wool Process Blankets, worth \$3.75 Pair, Clearance Sale Price, the pair . . . \$1.95

11-4 Wool Process Blankets in light plaids, worth \$3.90 pair, Clearance Sale Price, the pair . . . \$2.40

Extra Good Single Wool Army Blankets, 11-4 size, worth \$4.85 each, Clearance Sale Price . . . \$2.90

Beautiful White Blankets with Blue and Pink Borders, 11-4 size, worth \$4.85 pair, Clearance Sale Price, the pair . . . \$2.95

64x76 Wool Nap Blankets, worth \$2.50 and \$2.25, in White and Light Tan, Clearance Sale Price, the pair . . . \$1.48

Extra Good Wool Process Blankets in plaid and brown, 11-4 size worth \$3.35 pair, Clearance Sale Price . . . \$1.85

Single Bed Comforts, worth \$1.00, Clearance Sale Price, each . . . 65c

Good full size Comforts, worth \$1.25, Clearance Sale Price . . . 85c

Good Comforts, worth \$1.50, Clearance Sale Price . . . \$1.05

Comforts worth \$1.75 each, Clearance Sale Price . . . \$1.15

MEN'S AND BOYS' SUITS AND OVERCOATS

We offer you your choice of any suit or overcoat in the house for just one-half price. This is high grade clothing, priced right at the start. But we have made up our mind not to carry over a garment in our clothing department. Just a casual glance through our clothing will convince you this is the place to buy your suit or overcoat.

SHOES FOR EVERY MEMBER OF THE FAMILY

You will find Shoe Buying easy if you buy your Shoes here. And for the next ten days we will sell any Shoe in the house at 25 per cent discount, regardless of cost. Our stock is complete, and the best the market affords. Men, Women, Misses, Boys, or Infants. We have a complete line for every member of the family. And for every occasion.

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E. C. Peoples Co.
AMARILLO'S NEW DEPARTMENT STORE

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